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ABSTRACT

A survey of 900 residents of Gainesville, Florida, conducted in April and May 1974 assessed their opinions on a number of statements regarding advertising and programing on children's television shows. Of the 14 statements used, 6 were worded so that the television advertiser might be regarded as a "good guy" or his "commercial as hero." The other 8 portrayed the advertiser as a "bad guy" or his "commercial as anti-hero." The respondents arrayed themselves against the advertiser and his commercial 11 separate times, a plurality which should cause considerable thought among broadcasters, advertising agencies, and advertisers who program and advertise on children's television shows. (TO)

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PERCEPTIONS OF TELEVISION ADVERTISING DIRECTED AT CHILDREN

An Investigation of the Views of an Entire Community

April and May, 1974

By

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Annual Meeting of the
Advertising Division of the
Association for Education in Journalism
Held at San Diego State University
San Diego, California
August 18-21, 1974

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Foreword

Much has been written and said recently about the effects of television advertising on children. One of the authors of this paper, Culley, has been so interested in the subject that his dissertation, completed earlier this year at Michigan State University, explored selected facets of the area. He attempted to learn and describe the specific positions of several disparate organizations on a number of different statements relevent to television advertising to children. Since completing his dissertation, Culley has prepared a paper from his findings and delivered it at the most recent annual meeting of the American Academy of Advertising. A shortened report of several of his conclusions may be found on page 54 of the July 29, 1974 issue of Advertising Age under the title "Regulators, ACT Agree on Children's TV Views" by Maureen Christopher. Culley's questionnaires went to persons connected with ACT (Action for Children's Television), advertising agencies, children's show sponsors, the Federal Trade Commission, and the Federal Communications Commission. He did not investigate the views of the general public.

The remaining co-authors, Hooper and Pierce, had been assigned to teach the two Spring Quarter (1974) sections of a large, required advertising and public relations course at the

University of Florida. In casting about for an interesting yet timely subject for a student-conducted but professor-controlled survey, they decided to use the topic of advertising and programming on children's television. Pierce had heard Culley give his paper at the AAA meeting in Newport, Rhode Island in March; he asked Culley's permission to use the same statements he had used in his research so that the study might be expanded to include views from the public at large. Culley was intrigued with the suggestion and readily gave permission. Hooper and Pierce then organized and conducted the survey in the city of Gainesville in north-central Florida, the site of the University of Florida.

Sixty students comprised the interviewing corps who were trained and assigned to obtain 15 interviews each in late April and early May, 1974. Approximately one-half of each student's interviews were obtained from other students enrolled in all colleges of the University of Florida. The remainder came from townspeople, only a few of whom had any connection with the university. In either case, the student interviewers were allowed no latitude in their selection of respondents; all names were selected for them by scientifically acceptable methods. (They are not detailed here to save space; anyone wishing to know the exact procedures followed should address a query to either Hooper or Pierce at the University of Florida.)

Once replies had been received and checked for accuracy,

the 900 interviews were accepted and certified for detailed analysis. Of this number, 445 came from students at Florida and the remaining 455 from townspeople. Other demographic groups have been broken out, too, and will be reported on in the body of this paper.

It should be noted that the statements selected from Culley's dissertation and AAA paper have not been changed in wording. Additionally, there are the statements he found most useful in delineating clearly the respective positions of his different organizational spokesmen and spokeswomen. There were 29 of these statements. This paper is not lengthy enough to report on all 29 even in cursory form; we must, of necessity, leave that to later efforts. What we have done here is to select 14 of the statements which cluster around two poles of belief. Our report throws considerable light on the subject of how one university community of 75,000 people thinks about advertising and programming on television directed at children today. The resulting data should be of interest to anyone concerned with mass communications research at the present time.

In the first portion of our report, we will deal with Gainesville's views toward the concept of the "Advertiser as Good Guy" or the "Commercial as Hero." The second portion will cover the city's reactions to the concept of the "Advertiser as Bad Guy" or the "Commercial as Anti-Hero."

THE CONCEPT OF "ADVERTISER AS GOOD GUY" OR "COMMERCIAL AS HERO"

Six of the 29 different statements in the survey were designed to investigate respondents' reactions toward advertisers as basically honest or laudable persons, and toward their product (the television commercial directed at children) as an honorable and ethical business practice. Agreement with any of these statements, whether held strongly or lightly, is taken to mean that the person interviewed identifies more closely with the stance of the television advertiser than he does with the stance of those organizations who oppose current practices. The respondent who agrees for whatever reasons is more a supporter of the status quo and less fearful of the results of television commercial consumption by children than is his disagreeing counterpart.

The citizens of Gainesville saw fit to reject a pro-advertiser position rather strongly in four of the six statements presented to them. They did embrace (agree with) that stand twice, but each time by slight margins and once not even half of those who held opinions were in agreement. Scores ranged from a low of 19 percent agreement on the least favorably regarded statement to a high of 53 percent on the most favorably regarded one. The average amount of agreement -- 35 percent over the half-dozen statements -- was far outweighed by the 56 percent of the populace who disagreed. Nine percent were neutral.

We will now discuss the individual statements and the

responses to them, beginning with the one regarded most critically by Gainesville residents and moving on to those which they found acceptable.

Statement #1. "Most children's television commercials present a true picture of the product advertised."

Not so, said Gainesville by a wide margin. Nineteen percent agreed but far more -- 74 percent -- disagreed. Students were slightly more critical than townspeople. Jews recorded more favorable views than those of other faiths. Respondents between 40 and 49 years of age and those over 60 followed suit. Males and females differed little in their appraisal and were equally critical. The major demographic difference was noted between the 45 black respondents and their 844 white counterparts. Blacks were in agreement 38 per cent of the time while whites mustered only an 18 per cent vote of favorability.

For a protagonist of today's television commercial industry, not a single demographic group in Gainesville offers any solace. Not one comes close to agreeing that most television commercials directed at children present a true picture of the product. Complete tabulations by individual demographic groups may be found in Table 1 on page 28.

Statement #2. "Advertising helps develop a child's ability to make good consumer decisions."

Again not so, said Gainesville residents although the percentage of agreement had shifted slightly toward the positive

side as far as the industry is concerned. Twenty-three percent of the Total Sample agreed. Three times as many -- 69 percent -- disagreed.

Students were less likely to agree than townspeople (by nine percent). Catholics and Jews were 10 percent more critical than Protestants. Singles were six percent more critical than married respondents. The most critical age group was comprised of persons 30-39 years old, presumably because they are the parents with the largest number of children now in the television watching age. Only 17 percent of these persons agreed with the statement.

Citizens over 60 years of age showed the most tolerance; 46 percent agreed with the statement. It is unlikely that many of these persons now have children under 18 in their homes, but they may well play the doting grandparent from time to time if their own offspring have married and have children.

Male and female views were similarly critical. Blacks again, however, agreed with the statement far more than other demographic groups. Fifty-one percent favored the industry position compared with a much smaller 22 percent among white citizens.

In comparison with Statement #1, the percentages of agreement are slightly higher. However, they are still low in comparison with those of the four remaining statements in this section of the study. Table 2 shows all demographic breakdowns. It may be found on page 29.

Statement #3. "Most advertisers on children's television make a sincere effort to present their product truthfully."

Gainesville rejected this suggestion by nearly a 2-1 margin. Thirty-three percent are in agreement compared to 58 percent who are not. Students are seven percent lower in their level of agreement than townspeople. Independent voters indicate their willingness to break with the major party stands and are 10 percentage points more critical than either the Republicans or the Democrats. Only one Independent out of four can bring himself to agree with the statement. Slightly better than one in three of the major party adherents agrees.

Ten percent more Protestants than other religious faiths agree. Married persons agree seven percent more than those who are single. In the age categories, the younger a respondent is the less likely he or she is to answer favorably. The 17-19 year olds show the lowest level of agreement: 26 percent. This rises regularly by about four percentage points per group until a slight dip is noted among 50-59 year olds, then rises again to the highest level of agreement -- 47 percent -- among the senior citizen category.

Males and females show no difference in agreement on this statement; both groups are in the low 30's. Blacks are again different from whites in their perceptions of this statement as well as those which have preceded it -- 51 percent of the black respondents feel that most advertisers make a sincere effort to present their product truthfully on television.

Only 32 percent of white citizens agree.

Table 3 on page 30 details the positions of each of the various demographic groups.

Statement #4. "Most advertisers are good people trying their best to provide what the public wants."

Once again, Gainesville residents rejected this suggestion. Thirty-five percent are in agreement compared to 58 percent who disagree. Students are substantially less convinced of the truth of the statement than townspeople (29 percent vs. 42 percent, respectively).

The label of "Democrat" or "Republican" makes no difference in the level of agreement to this statement. Independents, however, break away and are less inclined to agree by 10 percent. Persons professing no religious belief are in agreement only 19 percent of the time. The high score is 42 percent among Protestants.

Singles are substantially less willing than married respondents to agree either somewhat or strongly. Percentages are 28 for the former and 42 percent for the latter.

Age is a critical factor demographically in the assessment of this statement, just as it was in the preceding one. The younger a respondent is the less likely he or she is to agree with the allegation. These persons obviously do not believe that most advertisers are good people trying their best to provide what the public wants. One quarter of the 17-19 group agrees. This figure rises to 31 percent, to 39, to 48, to 51,

and finally to 57 percent agreement, the latter score coming from the 60+ age group. Any number of reasons might be adduced as an explanation, perhaps, but we shall not engage in that type of speculation in this initial report of our findings.

More females agree (38 percent) than males (32 percent). Blacks again are highest in their percentage of agreement among the several demographic groups. Fifty-three percent of them agree. In contrast, white agreement stands at the much lower 34 percent level.

Gainesville residents are thus suspicious of the idea that advertisers are trying to provide what the public wants, and they reject the thought by a substantial 58-35 percentage point margin. Their views on the final two statements in this section indicate areas in which they are more willing to give credit to the television advertiser as being engaged in an honorable and ethical business.

The results of the voting on Statement #4 may be found in Table 4 on page 31.

Statement #5. "<u>There is nothing wrong with advertising vitamin tablets on children's television programs</u>."

While a majority of the sample did not agree with this statement, four percent more agreed with it than disagreed. The total for the former was 47 percent; the latter garnered 43 percent of the tabulated votes. The remaining 10 percent took no position on the matter.

A 13-point differential was noticed between student and

townspeople positions. Students, perhaps surprisingly, were the more favorably inclined (at 54 percent). Townspeople were less convinced and recorded only a 41 percent total in the agreement realm.

Political belief seemed inconsequential in separating viewpoints here; differences among groups were small. Protestants were more likely to agree than members of other religious groups. Their high score was 50 percent. Marrieds and singles differed substantially in their reactions; 54 percent of the singles agreed but only 40 percent of the married group did.

No age trend was apparent on this statement other than the fact that the two youngest groups were a minimum of eight points higher in agreement than any of the others. These respondents were the only ones to indicate an agreement level higher than 50 percent. Least agreement was noted within the 30-39 year olds, presumably those with families of young children watching the television set regularly.

Sex was not a differentiator of opinion on this statement. Race was, however. Sixty-two percent of the blacks voted their agreement compared with less than half -- 47 percent -- of the larger white group.

Vitamin tablet advertising on television is therefore considered satisfactory by Gainesville residents, although only by a small margin and, importantly, it is summarily rejected by those persons in town who have the most children in the formative ages.

The positions of the various groups may be inspected more closely in Table 5 which appears on page 32.

Statement #6. "Television commercials aimed at children are usually in good taste."

Yes, said Gainesville to this allegation. Fifty-three percent of those interviewed agreed compared with only one in three who disagreed. Favorability among townspeople stood at the 50 percentage point level. Students recorded a 56 percent favorability index.

Political belief was a differentiating factor in this tabulation. Republicans recorded 60 percent of their number in favor. Democrats found 54 percent and Independents dipped below the mid-point on the scale with a reading of 46 percent in agreement.

Religious belief also had faint separating powers in this particular area. Those with no expressed belief were lowest in agreement at 47 percent. Catholics were highest at 59 percent. Protestants were midway in between.

Marrieds and singles showed little difference in their reactions to this statement; both were slightly over the 50 percent mark. All age groups fell in the 47-55 percent area of agreement except those persons between 50 and 59 years old. Only 32 percent of these citizens felt that television commercials presented for children are usually in good taste.

A few more males than females agreed with the statement. Scores were 55 percent and 51 percent, respectively. Blacks

were in agreement 60 percent of the time, higher than their white counterparts but the distance between the two groups was reduced to eight percentage points on this tabulation. This is less difference than on any other tabulation in this first section of the survey. Table 6 on page 33 presents the positions of all respondents.

This concludes the section reporting on Gainesville reactions to whether its citizens view television advertising and commercials directed at children as heroes or anti-heroes. It is clear that the latter view is the one most prevalent in the city in the spring of 1974.

THE CONCEPT OF "ADVERTISER AS BAD GUY" OR "COMMERCIAL AS ANTI-HERO"

A group of eight statements suggesting irresponsibility on the part of the advertiser using television commercials directed to children, bad motives, negligence, greed, and so on were placed in no particular order throughout the questionnaire. Several kinds of observations and inferences can be drawn from the responses elicited to these statements. Agreement with any of them, whether held strongly or lightly, is taken to mean that the respondent identifies more closely with the stance of persons or organizations opposed to much current practice in television advertising to children. The respondent who agrees (for whatever reasons) is more a protagonist for change and more fearful of the results of commercial television advertising consumption by children than is his counterpart who disagrees

with the statement at issue.

Gainesville residents deemed it proper to adopt an anti-advertising and anti-industry attitude strongly on seven of the eight statements brought to their attention. They did accept the advertiser's position once, but with a substantial difference of opinion between student responses and townspeople, and between younger persons and older ones. Total sample scores ranged from a high of an incredible 96 percent against the advertiser on one statement to a "low" of 38 percent opposed on another. The level of respondent opposition over the eight statements in this section averaged 66 percent. Pro-advertiser positions averaged 21 percent. This is a solid 3-1 majority arrayed against current practices within the advertising and broadcast industries. Thirteen percent of the respondents on the average offered no opinion.

Here are the statements comprising this section of the survey and the opinions expressed by the various demographic groups about each of them.

Statement #7. "Commercials often persuade children to want things they do not really need."

Heavier, stronger agreement with this statement was obtained here than for any other in the entire survey! Three out of four persons (76 percent) agreed strongly while another 20 percent agreed somewhat -- a near unanimous 96 of every hundred who joined together in this remarkably critical appraisal of current commerciality on television. As a matter of fact,

it would be difficult to find any statement in any area of human concern on which there is such overwhelming agreement as shown here.

Persons in the 50-59 year old age group were 100 percent in agreement, a rare occurrence in today's often divided world. (Eighty-one percent agreed strongly; the remainder somewhat. Not a single person was undecided, or refrained from answering, or took issue with the thrust of the statement by offering an answer which fell in either of the pair of disagree possibilities.)

Similarly, respondents aged 17-19 years -- nearly all students at the university rather than young townspeople -- showed a 98 percent inclination to agree with the statement. Of these, four out of five opted for the strongly agree category of response and 18 percent more agreed somewhat. Only one percentage point less critical were the members of the 30-39 age group, who are assumed to include the majority of young parents in Gainesville with children ranging in age from one to 10. Ninety-seven percent of these respondents agreed. Only slightly less unanimity was exhibited by the 20-29 age segment who totaled 96 percent in the agree columns. Even among the oldest participants (and often the most conservative and "pro" business), 92 percent agreed with the statement.

Considerable space and time could be spent in detailing other facets of this astounding unanimity, but further discussion

seems unnecessary to make the point strongly. The figures for all groups may be inspected in Table 7 on page 34. Suffice it to say that there is absolutely no doubt among the citizens of Gainesville that television commercials have the power to persuade children to want things that they do not need. The only demographic groups at all interested in checking the disagree columns on this particular allegation were (a) the blacks and (b) persons over 60. Seven percent of each group recorded answers of this type but the figure is "high" only in comparison with the others at their lower levels.

Statement #8. "New regulations should restrict the techniques used in advertising toys."

Responses to this statement and to the one which follows were quite similar in distribution throughout the survey audience. Nearly three persons out of four from the Total Sample believed that new restrictions are necessary. Townspeople were more certain by seven percent than were students (77 percent vs. 70, respectively). More Democrats agreed strongly than Republicans but the sums of the two agreement columns were within a single percentage point of each other. Independents were slightly lower than either major political party.

People of the Jewish faith agreed less than any other demographic group, religious or otherwise. Their "low" total was 64 percent, still a landslide of nearly two out of three of their numbers. Catholics and persons professing no religion had the highest scores. Married persons agreed more than single

persons by a margin of eight percent. Persons 17-19 and 50-59 recorded similar low (by comparison) scores. Females agreed seven percent more than males while blacks maintained a similar edge in agreement over their white fellow citizens.

Gainesville residents embraced warmly the idea that new regulations should restrict the techniques used in advertising toys. The combined score was 74 percent to 12 percent. More persons were neutral on the subject than felt the current situation is satisfactory. New regulations were favored by a 6-1 margin overall.

Demographic breakdowns appear on page 35 in Table 8.

Statement #9. "Most advertisers on children's television are not really concerned about kids; they just want to sell their products."

This is true, Gainesville says, by a 73-21 percent margin. Among university students the agreement total is slightly higher and, conversely, it dips slightly among townspeople. Republicans are least convinced among the political segments; at the 65 percent conviction level their score is 10 percentage points below those of Democrats and the Independents both.

Protestants record the low score in the religious segmentation (68 percent). Catholics and Jews are in the mid-70's whereas the other groups are arrayed in the low 80's.

Single persons believe more strongly in this statement than married ones do; the difference is five percent. Conviction

lessens somewhat among progressively older people. The 17-19 group records a score of 77 percent, which then decreases to 76, to 69, to 66, and to 54 among persons in their 50's. However, the senior citizens send the count back up to its original high level with their 72 percent conviction vote.

Male views show no deviation from feminine positions on this statement. Whites are slightly (5 percent) less convinced than blacks.

All in all, Gainesville has little doubt of its position on this statement. Agreement ranges from a "low" of 65 percent to a high of 83 percent who are convinced that most advertisers on children's television are not really concerned about kids and that their major interest is only a desire to sell their products. Table 9 on page 36 presents the data from all participating groups.

Statement #10. "<u>There are too many commercials on shows children watch</u>."

That's right, say the Gainesville residents who participated in the survey. Agreement stands at the 68 percent level within the Total Sample compared with 17 percent of the citizenry who disagree: a 4-1 ratio. This is despite the fact that more persons failed to take a stand on this particular statement than on most others in the study. Fifteen of every hundred persons interviewed expressed no opinion.

Highest agreement among the demographic segments comes from persons in their 40's, 77 percent of whom feel there are

too many commercials on shows for children. Lowest agreement is recorded among Independent voters: 62 percent. Townspeople feel more strongly about the matter than college students do, and their score rises six percentage points higher. Democrats apparently harbor slightly less tolerance for business speech than Republicans do (71 vs. 67 percent) but the difference is small. Scores among the religious groups range from a high of 76 percent among Jews to a low of 66 percent among Protestants. Five percent more singles agree than married persons. Three age groups score in the mid or high 60's while the others make their way higher into the 70's. More females than males believe that there are too many commercials directed at children. Blacks reciprocate and exceed the score of white citizens by five points.

The message seems strong and clear. "Cut the number of commercials," says Gainesville, "and we'll be happier with children's television shows from now on." Table 10 brings further data for inspection. It may be found on page 37.

Statement #11. "<u>The quality of children's television would be better if it were not controlled by advertising dollars</u>."

"No question about it, we agree," say the Gainesville respondents. Sixty-four percent vote yes compared to 23 percent who dissent, a margin less than 3-1 but substantial nevertheless. Thirteen percent hold no opinion on the matter.

Two groups record agreement above the 70 percent level. Persons with religious beliefs outside the major faiths score a high of 76 percent. They are followed closely by persons

between the ages of 40-49; their total is 74 percent in agreement. Blacks find themselves least convinced as a group; they offer a 49 percent total.

Eight percentage points separate the views of students and townspeople, with the latter more strongly advocating less control of children's television by advertising dollars. Democrats agree at the 66 percent level; Republicans and Independents both score four points fewer in agreement. In the religious segments, fewer Jews are in agreement than others (56 percent). They are followed by Catholics (61 percent), Protestants (62 percent), no religion (68 percent), and those expressing faith in other religions (76 percent).

Fifty-nine percent of the single respondents agree with the premise in the statement. Ten percent more married persons agree. The younger a person is the lower his or her level of agreement is. Among the youngest four groups in the age bracket, support for the statement increases from 58 to 64 to 67 to 74 percent. Then a sharp drop occurs to the 57 percent agreement level, followed by a quick return to a higher level (66) among the senior citizens in the panel.

More females (66 percent) agree than do males (61 percent). Blacks, as elsewhere, find less than one-half of their numbers in agreement compared to two out of every three among whites.

It is not known whether the respondents to this statement are expressing a desire to see children's programs without advertising in the future, or whether they merely would like to see less advertising dollar control over whatever commercials

are broadcast. Either way, however, sentiment is strong in north central Florida for something other than the current method of financing children's television shows.

Page 38 (Table 11) presents all data bearing on the subject.

Statement #12. "Commercials on children's television programs are purposely disguised to blend in with the programs."

Responses from the Total Sample indicate that 62 of every hundred persons in Gainesville believe that this is a true statement. Sixteen of every hundred disagree, slightly less than a 4-1 majority. A rather large number of persons had no opinion -- 23 percent.

Sixty-six percent of the university students agree. Fifty-seven percent of the townspeople think the same way.

The highest level of agreement within the panel comes from persons between 17 and 19 years of age. They are followed closely by blacks and persons of the Jewish faith. Each segment scores higher than 70 percent with 74, 73, and 71 percent, respectively.

Five group totals fall below the 60 percent agreement level. Lowest are persons in their 40's who report a 55 percent level.

Differences among the political groups are miniscule. The same holds true with two exceptions in the religious category: Jews are highest at 71 percent and persons with no religious faiths are lowest with 57 percent.

Sixty-six percent of the single people and 57 percent of the married respondents agree. Again, age seems an important factor in determining one's view of this statement. The younger a person is, the more likely he or she is to agree. Level of agreement scores are as follows, beginning with the youngest group: 74 percent, 62 percent, 60 percent, 55 percent, then a rise to 62 percent among persons between the ages of 50 and 59, and a final fall to 47 percent among the oldest respondents.

Males and females react in the same manner with six of every 10 in agreement. Whitesshow a score of 61 percent while blacks exceed that by 12 percentage points.

Reactions to this statement are consistent with those found elsewhere in the survey and indicate a strong desire on the part of Gainesville residents to indict commercials on children's television shows. This time the bone of contention is that they are often purposely disguised to blend in with the programs themselves.

Totals for all groups may be found on page 39 in Table 12.

Statement #13. "Television commercials often arouse anxieties and feelings of insecurity in children."

Exactly one-half the respondents agreed with this assessment. Those who disagreed comprised 29 percent of the population in the survey. This was 5-3 ratio among those persons who stated an opinion. One in five chose not to do so.

No real difference (2 percentage points) was noted between the collegians and the townspeople on this statement. Within

the age groups, respondents between 50 and 59 were most certain of their conviction and supported it with a 57 percent level of agreement. Blacks were even more certain, recording a 60 percent score. Persons between 30 and 39 were least convinced and weighed in with an agreement level of 43 percent.

Democrats occupied the mid point in the political segmentation spectrum of views. Their score of 49 percent agreement was four points higher than that of the Republicans and five points lower than that of persons labelling themselves Independents.

Catholics and Protestants showed somewhat less agreement with the statement than other religious groups did. Married persons also were slightly lower in score than single persons. Small differences in scores were noted among the various age segments with the exception of those persons 30-39 years old (43 percent agreement) and those 50-59 years old (57 percent).

The level of agreement was higher among females than males by seven points (53 vs. 46 percent). Blacks reached the 60 percent level while whites remained just shy of the 50-point level with a combined score of 49 percent.

Responses to this area of the questionnaire were consistent with others assessing similar belief sets. Answers from all groups appear in Table 13 on page 40.

Statement #14. "<u>There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people</u>."

For the first and only time in this set of eight

statements, Gainesville residents reject the proposition made in the statement. As a group, they do not believe that there is a connection between the airing of pharmaceutical commercials and the rising use of drugs among young persons. This is, perhaps, the only encouraging note in this entire section for industry practitioners.

Thirty-seven percent of the Gainesville panelists agreed with the statement compared to 48 percent who disagreed. Lack of an opinion was noted in 14 percent of the panel members overall.

A sizable difference of opinion surfaced between the college students and the townspeople on this issue. Only 30 percent of the collegians agreed compared with 46 percent of the townspeople. This is the largest discrepancy of beliefs uncovered in the survey. More townspeople actually agreed (46 percent) than disagreed with this statement (39 percent). Among the students, the ratio was nearly 2-1 against the proposition (30 percent in agreement, 57 percent in opposition).

Political belief seemed to make little difference in one's feeling toward this statement. Fewer Republicans (34 percent) and Independents (37 percent) agreed than Democrats (40 percent).

Catholics and Jews found their views similar (29 and 30 percent agreement, respectively). Protestants reached the 39 percent level and those professing no religion stood at 40 percent. Highest in this area were those persons embracing

other religious faiths; 47 percent of them agreed with the statement.

Substantially more married persons agreed than did their single counterparts. Scores were 47 percent and 31 percent, respectively.

The age category was revealing. The younger the respondent was the less likely he or she was to agree that there is a connection between broadcasting pharmaceutical commercials on television and the use of drugs among the young. Thirty-three percent of the youngest group agreed. This figure then increased to 34 percent for the next older group, then to 45 for the third, 48 for the fourth, and 51 for the fifth group. Persons 60 years and older totaled 45 percent agreement, a slight reversal of the otherwise uninterrupted trend.

Male and female views were similar, each just below the 40 percent level. Whites' total was 37 percent in agreement but blacks did not follow suit and their total soared to 53 percent to indicate those persons who believe there <u>is</u> a connection involved.

Thus, Gainesville residents divide rather clearly along age lines and racial lines in their beliefs about this particular statement. Table 14 has the remainder of the data on page 41.

<u>Summary and Conclusions</u>.

We have reported on a large and ambitious survey that was conducted in the city of Gainesville, Florida in late April and early May, 1974. Sixty senior students in the College of

Journalism and Communications at the University of Florida reached a total of 900 Gainesville residents with detailed, face-to-face interviews. The purpose was to assess their opinions on a number of statements regarding advertising and programming on children's television shows. Demographic information furnished by each respondent allowed the total audience to be segmented in a number of different ways.

Six statements were worded in a fashion so that the television advertiser on children's shows might be regarded as a "good guy" or his "commercial as hero." Gainesville residents rejected this suggestion on four statements and accepted it twice.

Eight statements were prepared in a manner to investigate the viewers' concepts of the television advertiser to children as a "bad guy" or his "commercial as anti-hero." Gainesville respondents indicated their agreement with this image seven times and disagreed only once.

Thus, in 14 different situations, the people of Gainesville arrayed themselves against the advertiser and his commercial 11 separate times, a plurality which should cause considerable thought among broadcasters, advertising agencies, and advertisers when each of them learn these results.

Because of the large size of the sample involved, we may say that we feel our possibility of error statistically is between three and four percent 95 times out of 100, or between four and five percent error statistically in 99 samples out

of 100. Since the figures quoted in the body of this paper are so one-sided much of the time, it is obvious that the general results may be considered accurate. Deviations to the scores obtained in Gainesville might come from selected segments of the population in various areas but it is felt that the city used for the survey is typical in many ways of cities in the state of Florida and the Southeast in general. The authors would welcome a replication of the survey in other areas as a test of the validity of their efforts.

Ending Note.

We would like to thank three persons for their efforts on behalf of the survey. Without them we would have been much later in knowing our findings. Mrs. Mary Elizabeth Bain spent many hours on the telephone verifying interviews and checking facts. Mrs. Beverly Carden and Tom Rocco designed the computer program which brought forth our initial output. All three are graduate students in the College of Journalism & Communications at the University of Florida.

Additionally, our thanks and appreciation go to each of our 60 student interviewers, all of whom worked hard to bring this project to its successful conclusion. A number of these students have now graduated and they (and others still in school) have asked to know the results of their efforts. We are pleased to begin that process in this paper. The names of those who contributed their interviewing time and expertise toward obtaining the results presented in the preceding pages are as follows:

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TABLE 1

Statement #1. Most children's television commercials present a true picture of the product advertised.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	3.8%	15.4%	6.7%	37.8%	36.2%	0.1%
OCCUPATION	900						
Students	445	2.5	16.0	4.3	41.3	35.7	0.2
Townspeople	455	5.1	14.9	9.0	34.3	36.7	0.0
POLITICS	895[a]						
Democrats	485	3.9	16.3	5.6	39.0	35.1	0.2
Republicans	158	5.7	14.6	7.0	41.1	31.6	0.0
Independents	252	2.4	13.9	8.7	33.3	41.7	0.0
RELIGION	872[b]						
Protestants	469	4.1	16.8	7.9	38.4	32.6	0.2
Catholics	136	2.9	12.5	5.1	41.2	38.2	0.0
Jews	59	5.1	18.6	3.4	35.6	37.3	0.0
Other Relig.	77	5.2	11.7	5.2	33.8	44.2	0.0
No Religion	131	1.5	13.7	5.3	35.1	44.3	0.0
STATUS	900						
Married	374	5.9	14.7	7.8	36.4	35.3	0.0
Single	455	2.0	15.4	5.5	39.3	37.6	0.2
Other	71	4.2	19.7	8.5	35.2	32.4	0.0
AGE	900						
17-19 Years	129	3.1	14.0	4.7	42.6	34.9	0.8
20-29 Years	472	3.0	16.5	5.3	37.3	37.9	0.0
30-39 Years	114	6.1	12.3	3.5	36.0	42.1	0.0
40-49 Years	71	7.0	18.3	5.6	35.2	33.8	0.0
50-59 Years	37	0.0	8.1	13.5	43.2	35.1	0.0
60+ Years	77	5.2	16.9	20.8	35.1	22.1	0.0
SEX	899[c]						
Males	422	3.3	14.7	6.6	39.3	35.8	0.2
Females	477	4.2	15.9	6.7	36.5	36.7	0.0
RACE	889[d]						
Whites	844	3.9	14.0	6.4	38.5	37.1	0.1
Blacks	45	2.2	35.6	8.9	28.9	24.4	0.0

Notes:
[a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 2

Statement #2. Advertising helps develop a child's ability to make good consumer decisions.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	4.6%	18.9%	7.6%	34.7%	34.2%	0.1%
OCCUPATION	900						
Students	445	1.8	17.5	6.3	41.1	33.3	0.0
Townspeople	455	7.3	20.2	8.8	28.4	35.2	0.2
POLITICS	8[illegible][a]						
Democrats	485	5.8	19.8	7.6	35.3	31.3	0.2
Republicans	158	3.8	18.4	6.3	40.5	31.0	0.0
Independents	252	2.8	17.5	7.5	30.6	41.7	0.0
RELIGION	872[b]						
Protestants	469	6.6	21.1	7.7	35.0	29.4	0.2
Catholics	136	0.7	17.6	9.6	37.5	34.6	0.0
Jews	59	1.7	16.9	6.8	35.6	39.0	0.0
Other Relig.	77	5.2	16.9	7.8	22.1	48.1	0.0
No Religion	131	2.3	15.3	3.1	39.7	39.7	0.0
STATUS	900						
Married	374	7.0	19.3	9.1	30.5	34.0	0.3
Single	455	2.4	17.4	6.6	40.7	33.0	0.0
Other	71	5.6	26.8	5.6	18.3	43.7	0.0
AGE	900						
17-19 Years	129	2.3	20.2	10.9	39.5	27.1	0.0
20-29 Years	472	3.4	17.6	5.9	36.9	36.2	0.0
30-39 Years	114	3.5	13.2	6.1	37.7	39.5	0.0
40-49 Years	71	9.9	21.1	7.0	31.0	31.0	0.0
50-59 Years	37	8.1	10.8	8.1	32.4	40.5	0.0
60+ Years	77	10.4	35.1	14.3	13.0	26.0	1.3
SEX	899[c]						
Males	422	3.6	19.2	7.1	39.8	30.3	0.0
Females	477	5.5	18.7	8.0	30.0	37.7	0.2
RACE	889[d]						
Whites	844	3.8	18.1	7.5	35.0	35.5	0.1
Blacks	45	20.0	31.1	8.9	26.7	13.3	0.0

Notes: [a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 3

Statement #3. Most advertisers on children's television make a sincere effort to present their product truthfully.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	3.7%	28.9%	9.8%	35.0%	22.6%	0.1%
OCCUPATION	900						
Students	445	1.3	27.9	7.2	39.6	24.0	0.0
Townspeople	455	5.9	29.9	12.3	30.5	21.1	0.2
POLITICS	895[a]						
Democrats	485	4.1	30.7	9.1	35.7	20.4	0.0
Republicans	158	3.8	32.9	9.5	38.0	15.2	0.6
Independents	252	2.8	22.6	11.5	31.3	31.7	0.0
RELIGION	872[b]						
Protestants	469	4.5	33.7	10.7	31.8	19.4	0.0
Catholics	136	2.2	26.5	12.5	35.3	23.5	0.0
Jews	59	0.0	25.4	1.7	50.8	22.0	0.0
Other Relig.	77	5.2	20.8	7.8	40.3	24.7	1.3
No Religion	131	3.1	20.6	6.9	35.9	33.6	0.0
STATUS	900						
Married	374	5.1	31.0	11.2	32.9	19.8	0.0
Single	455	2.2	26.6	7.3	38.2	25.7	0.0
Other	71	5.6	32.4	18.3	25.4	16.9	1.4
AGE	900						
17-19 Years	129	1.6	24.0	4.7	45.7	24.0	0.0
20-29 Years	472	2.5	28.2	7.6	36.4	25.2	0.0
30-39 Years	114	3.5	31.6	7.9	33.3	23.7	0.0
40-49 Years	71	5.6	32.4	21.1	29.6	11.3	0.0
50-59 Years	37	10.8	21.6	16.2	32.4	18.9	0.0
60+ Years	77	9.1	37.7	20.8	16.9	14.3	1.3
SEX	899[c]						
Males	422	3.1	29.1	8.8	35.3	23.7	0.0
Females	477	4.2	28.5	10.7	34.8	21.6	0.2
RACE	889[d]						
Whites	844	3.6	28.1	10.0	35.8	22.6	0.0
Blacks	45	6.7	44.4	4.4	22.2	20.0	2.2

Notes: [a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 4

Statement #4. Most advertisers are good people trying their best to provide what the public wants.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	6.9%	28.4%	7.0%	31.9%	25.8%	0.0%
OCCUPATION	900						
Students	445	3.6	25.4	6.7	35.1	29.2	0.0
Townspeople	455	10.1	31.4	7.3	28.8	22.4	0.0
POLITICS	895[a]						
Democrats	485	6.4	31.5	5.6	31.3	25.2	0.0
Republicans	158	10.8	27.8	8.2	36.1	17.1	0.0
Independents	252	5.2	23.0	9.1	29.8	32.9	0.0
RELIGION	872[b]						
Protestants	469	9.0	32.8	6.4	30.1	21.7	0.0
Catholics	136	5.1	27.9	7.4	36.8	22.8	0.0
Jews	59	6.8	20.3	3.4	39.0	30.5	0.0
Other Relig.	77	6.5	23.4	3.9	33.8	32.5	0.0
No Religion	131	2.3	16.8	9.2	34.4	37.4	0.0
STATUS	900						
Married	374	10.7	31.8	8.3	28.1	21.1	0.0
Single	455	3.3	24.6	6.2	35.4	30.5	0.0
Other	71	9.9	35.2	5.6	29.6	19.7	0.0
AGE	900						
17-19 Years	129	4.7	20.2	7.0	38.0	30.2	0.0
20-29 Years	472	4.2	26.3	5.7	35.2	28.6	0.0
30-39 Years	114	6.1	33.3	7.9	27.2	25.4	0.0
40-49 Years	71	14.1	33.8	8.5	33.8	9.9	0.0
50-59 Years	37	18.9	32.4	10.8	13.5	24.3	0.0
60+ Years	77	15.6	41.6	10.4	15.6	16.9	0.0
SEX	899[c]						
Males	422	5.9	26.3	7.1	32.2	28.4	0.0
Females	477	7.8	30.2	6.9	31.7	23.5	0.0
RACE	889[d]						
Whites	844	6.3	28.0	7.0	32.3	26.4	0.0
Blacks	45	15.6	37.8	6.7	22.2	17.8	0.0

Notes:
[a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 5

Statement #5. There is nothing wrong with advertising vitamin tablets on children's television programs.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	13.3%	34.1%	9.4%	22.9%	20.0%	0.2%
OCCUPATION	900						
Students	445	15.1	39.3	8.5	23.1	13.7	0.2
Townspeople	455	11.6	29.0	10.3	22.6	26.2	0.2
POLITICS	895[a]						
Democrats	485	15.1	30.7	8.9	24.5	20.4	0.4
Republicans	158	14.6	37.3	11.4	21.5	15.2	0.0
Independents	252	9.5	38.5	9.5	20.2	22.2	0.0
RELIGION	872[b]						
Protestants	469	16.2	34.3	9.8	20.7	18.8	0.2
Catholics	136	11.0	33.8	8.1	27.9	18.4	0.7
Jews	59	15.3	27.1	3.4	33.9	20.3	0.0
Other Relig.	77	3.9	35.1	11.7	28.6	20.8	0.0
No Religion	131	9.2	36.6	11.5	19.1	23.7	0.0
STATUS	900						
Married	374	11.2	28.9	7.8	24.9	27.0	0.3
Single	455	15.6	38.0	10.1	22.0	14.1	0.2
Other	71	9.9	36.6	14.1	18.3	21.1	0.0
AGE	900						
17-19 Years	129	17.1	40.3	7.0	23.3	11.6	0.8
20-29 Years	472	14.6	36.0	9.5	22.2	17.6	0.0
30-39 Years	114	7.0	26.3	7.9	26.3	32.5	0.0
40-49 Years	71	11.3	31.0	8.5	25.4	23.9	0.0
50-59 Years	37	13.5	21.6	8.1	27.0	29.7	0.0
60+ Years	77	10.4	32.5	16.9	16.9	22.1	1.3
SEX	899[c]						
Males	422	13.3	34.1	12.3	21.6	18.5	0.2
Females	477	13.4	34.2	6.9	23.9	21.4	0.2
RACE	889[d]						
Whites	844	13.6	33.1	9.5	23.7	19.9	0.2
Blacks	45	11.1	51.1	8.9	8.9	20.0	0.0

Notes:
[a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 6

Statement #6. Television commercials aimed at children are usually in good taste.

	# in Group	Strongly Agree	Somewhat Agree	Don't Agree	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	10.8%	42.0%	12.8%	21.1%	13.2%	0.1%
OCCUPATION	900						
Students	445	10.3	45.4	11.2	21.8	11.2	0.0
Townspeople	455	11.2	38.7	14.3	20.4	15.2	0.2
POLITICS	895[a]						
Democrats	485	10.9	42.9	12.8	20.6	12.6	0.2
Republicans	158	10.8	50.0	10.1	19.0	10.1	0.0
Independents	252	9.9	35.7	14.7	23.4	16.3	0.0
RELIGION	872[b]						
Protestants	469	9.8	43.1	14.7	21.1	11.1	0.2
Catholics	136	14.7	44.1	8.1	21.3	11.8	0.0
Jews	59	10.2	42.4	5.1	28.8	13.6	0.0
Other Relig.	77	6.5	46.8	9.1	18.2	19.5	0.0
No Religion	131	13.0	33.6	15.3	19.8	18.3	0.0
STATUS	900						
Married	374	11.0	40.6	13.1	19.5	15.8	0.0
Single	455	10.5	44.2	11.6	23.1	10.3	0.2
Other	71	11.3	35.2	18.3	16.9	18.3	0.0
AGE	900						
17-19 Years	129	11.6	43.4	12.4	21.7	10.9	0.0
20-29 Years	472	11.9	44.7	10.0	21.0	12.3	0.2
30-39 Years	114	4.4	42.1	8.8	27.2	17.5	0.0
40-49 Years	71	9.9	38.0	15.5	22.5	14.1	0.0
50-59 Years	37	2.7	29.7	32.4	10.8	24.3	0.0
60+ Years	77	16.9	32.5	24.7	15.6	10.4	0.0
SEX	899[c]						
Males	422	12.1	42.7	13.3	20.6	11.4	0.0
Females	477	9.6	41.3	12.4	21.6	14.9	0.2
RACE	889[d]						
Whites	844	10.2	42.1	12.8	21.4	13.4	0.1
Blacks	45	17.8	42.2	11.1	17.8	11.1	0.0

Notes:
[a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 7

Statement #7. Commercials often persuade children to want things they do not really need.

	# in Group	Strongly Agree	Somewhat Agree	Don't Agree	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	76.3%	19.7%	1.1%	1.6%	1.2%	0.1%
OCCUPATION	900						
Students	445	73.7	23.1	0.7	1.3	0.9	0.2
Townspeople	455	78.9	16.3	1.5	1.8	1.5	0.0
POLITICS	895[a]						
Democrats	485	78.4	18.1	1.4	1.2	0.6	0.2
Republicans	158	74.1	19.6	0.0	2.5	3.8	0.0
Independents	252	73.4	23.0	1.2	1.6	0.8	0.0
RELIGION	872[b]						
Protestants	469	76.1	19.2	0.9	2.1	1.5	0.2
Catholics	136	78.7	19.9	0.7	0.0	0.7	0.0
Jews	59	74.6	23.7	0.0	1.7	0.0	0.0
Other Relig.	77	75.3	20.8	1.3	1.3	1.3	0.0
No Religion	131	77.1	17.6	3.1	1.5	0.8	0.0
STATUS	900						
Married	374	79.7	16.0	1.3	1.9	1.1	0.0
Single	455	74.5	22.2	0.9	1.1	1.1	0.2
Other	71	70.4	22.5	1.4	2.8	2.8	0.0
AGE	900						
17-19 Years	129	80.6	17.8	0.0	0.0	0.8	0.8
20-29 Years	472	74.2	21.8	1.5	1.7	0.8	0.0
30-39 Years	114	79.8	16.7	0.0	0.9	2.6	0.0
40-49 Years	71	76.1	18.3	1.4	2.8	1.4	0.0
50-59 Years	37	81.1	18.9	0.0	0.0	0.0	0.0
60+ Years	77	75.3	15.6	2.6	3.9	2.6	0.0
SEX	899[c]						
Males	422	73.0	23.0	1.4	1.9	0.5	0.2
Females	477	79.5	16.6	0.8	1.3	1.9	0.0
RACE	889[d]						
Whites	844	76.5	19.7	1.1	1.3	1.3	0.1
Blacks	45	75.6	15.6	2.2	6.7	0.0	0.0

Notes:
[a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two coul not be identified; none of these are included.

TABLE 8

Statement #8. New regulations should restrict the techniques used in advertising toys.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	31.1%	42.7%	13.8%	10.1%	2.2%	0.1%
OCCUPATION	900						
Students	445	23.8	46.3	14.4	13.0	2.5	0.0
Townspeople	455	38.2	39.1	13.2	7.3	2.0	0.2
POLITICS	895[a]						
Democrats	485	33.4	41.6	14.0	9.3	1.6	0.0
Republicans	158	25.9	48.7	12.7	9.5	2.5	0.6
Independents	252	30.2	40.5	13.9	12.3	3.2	0.0
RELIGION	872[b]						
Protestants	469	31.8	40.5	15.8	9.8	2.1	0.0
Catholics	136	35.3	41.2	11.0	9.6	2.9	0.0
Jews	59	27.1	37.3	16.9	16.9	1.7	0.0
Other Relig.	77	33.8	46.8	6.5	11.7	0.0	1.3
No Religion	131	23.7	54.2	10.7	7.6	3.8	0.0
STATUS	900						
Married	374	39.0	38.8	10.4	9.9	1.9	0.0
Single	455	25.1	45.1	15.8	11.6	2.4	0.0
Other	71	28.2	47.9	18.3	1.4	2.8	1.4
AGE	900						
17-19 Years	129	24.8	42.6	17.1	12.4	3.1	0.0
20-29 Years	472	27.5	46.6	11.9	11.7	2.3	0.0
30-39 Years	114	[illegible]	39.5	11.4	8.8	0.9	0.0
40-49 Years	71	38.0	39.4	15.5	4.2	2.8	0.0
50-59 Years	37	35.1	32.4	21.6	8.1	2.7	0.0
60+ Years	77	42.9	31.2	18.2	5.2	1.3	1.3
SEX	899[c]						
Males	422	26.5	43.6	14.2	12.3	3.3	0.0
Females	477	35.2	41.9	13.4	8.0	1.3	0.2
RACE	889[d]						
Whites	844	31.6	42.1	13.7	10.2	2.4	0.0
Blacks	45	26.7	53.3	13.3	4.4	0.0	2.2

Notes:
[a] Five persons refused to identify their political affiliation.
[b] Twenty-eight persons refused to identify their religious belief.
[c] One person's sex could not be determined.
[d] Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 9

Statement #9. Most advertisers on children's television are not really concerned about kids; they just want to sell their products.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	35.9%	37.2%	6.0%	17.7%	3.2%	0.0%
OCCUPATION	900						
Students	445	34.6	40.2	5.6	18.2	1.3	0.0
Townspeople	455	37.1	34.3	6.4	17.1	5.1	0.0
POLITICS	895[a]						
Democrats	485	35.1	39.8	4.3	17.7	3.1	0.0
Republicans	158	27.8	37.3	8.9	20.9	5.1	0.0
Independents	252	42.1	32.1	7.5	15.9	2.4	0.0
RELIGION	872[b]						
Protestants	469	31.1	37.1	7.5	20.7	3.6	0.0
Catholics	136	37.5	36.8	3.7	17.6	4.4	0.0
Jews	59	30.5	45.8	5.1	15.3	3.4	0.0
Other Relig.	77	50.6	32.5	2.6	10.4	3.9	0.0
No Religion	131	47.3	35.1	4.6	12.2	0.8	0.0
STATUS	900						
Married	374	34.5	36.1	6.7	18.7	4.0	0.0
Single	455	37.8	38.2	5.9	15.8	2.2	0.0
Other	71	31.0	36.6	2.8	23.9	5.6	0.0
AGE	900						
17-19 Years	129	42.6	34.1	6.2	14.7	2.3	0.0
20-29 Years	472	34.7	41.3	4.7	17.2	2.1	0.0
30-39 Years	114	32.5	36.0	7.0	21.9	2.6	0.0
40-49 Years	71	29.6	36.6	9.9	19.7	4.2	0.0
50-59 Years	37	29.7	24.3	5.4	18.9	21.6	0.0
60+ Years	77	45.5	26.0	9.1	16.9	2.6	0.0
SEX	899[c]						
Males	422	36.7	35.8	6.9	17.3	3.3	0.0
Females	477	35.2	38.6	5.2	17.8	3.1	0.0
RACE	889[d]						
Whites	844	35.9	37.1	5.8	17.9	3.3	0.0
Blacks	45	42.2	35.6	6.7	13.3	2.2	0.0

Notes:
[a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 10

Statement #10. There are too many commercials on shows children watch.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	36.1%	31.9%	14.9%	13.0%	3.8%	0.3%
OCCUPATION	900						
Students	445	29.0	36.2	15.7	15.5	3.4	0.2
Townspeople	455	43.1	27.7	14.1	10.5	4.2	0.4
POLITICS	895[a]						
Democrats	485	38.8	32.0	12.2	12.4	4.3	0.4
Republicans	158	32.9	35.4	15.2	10.8	5.1	0.6
Independents	252	32.9	29.4	19.8	15.9	2.0	0.0
RELIGION	872[b]						
Protestants	469	34.3	31.6	16.4	12.8	4.5	0.4
Catholics	136	37.5	30.9	11.8	15.4	3.7	0.7
Jews	59	33.9	42.4	10.2	10.2	3.4	0.0
Other Relig.	77	42.9	27.3	15.6	11.7	2.6	0.0
No Religion	131	39.7	29.8	13.7	15.3	1.5	0.0
STATUS	900						
Married	374	42.5	28.1	14.4	11.0	3.5	0.5
Single	455	30.1	35.4	15.2	15.2	4.0	0.2
Other	71	40.8	29.6	15.5	9.9	4.2	0.0
AGE	900						
17-19 Years	129	34.9	38.8	11.6	12.4	1.6	0.8
20-29 Years	472	30.1	33.7	16.1	15.7	4.4	0.0
30-39 Years	114	40.4	33.3	8.8	14.0	1.8	1.8
40-49 Years	71	53.5	23.9	12.7	7.0	2.8	0.0
50-59 Years	37	45.9	18.9	24.3	5.4	5.4	0.0
60+ Years	77	48.1	20.8	19.5	5.2	6.5	0.0
SEX	899[c]						
Males	422	30.8	33.9	18.2	13.3	3.3	0.5
Females	477	40.9	30.2	11.9	12.6	4.2	0.2
RACE	889[d]						
Whites	844	36.4	31.8	15.0	12.6	3.9	0.4
Blacks	45	37.8	35.6	8.9	15.6	2.2	0.0

Notes: [a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 11

Statement #11. The quality of children's television would be better if it were not controlled by advertising dollars.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	30.3%	33.4%	12.8%	17.2%	6.0%	0.2%
OCCUPATION	900						
Students	445	27.9	32.1	12.8	20.7	6.3	0.2
Townspeople	455	32.7	34.7	12.7	13.8	5.7	0.2
POLITICS	895[a]						
Democrats	485	31.8	33.8	13.0	16.1	5.2	0.2
Republicans	158	26.6	34.8	12.0	16.5	10.1	0.0
Independents	252	30.6	31.3	13.1	20.2	4.4	0.4
RELIGION	872[b]						
Protestants	469	27.9	34.3	14.3	16.8	6.2	0.4
Catholics	136	32.4	28.7	12.5	22.1	4.4	0.0
Jews	59	27.1	28.8	15.3	20.3	8.5	0.0
Other Relig.	77	37.7	37.7	1.3	18.2	5.2	0.0
No Religion	131	34.4	33.6	12.2	13.7	6.1	0.0
STATUS	900						
Married	374	32.9	35.8	11.2	13.6	6.1	0.3
Single	455	28.1	31.0	13.4	20.9	6.4	0.2
Other	71	31.0	36.6	16.9	12.7	2.8	0.0
AGE	900						
17-19 Years	129	24.8	33.3	17.8	16.3	7.0	0.8
20-29 Years	472	30.7	32.6	10.4	20.1	6.1	0.0
30-39 Years	114	27.2	39.5	14.0	15.8	3.5	0.0
40-49 Years	71	36.6	36.6	8.5	12.7	5.6	0.0
50-59 Years	37	32.4	24.3	24.3	13.5	5.4	0.0
60+ Years	77	35.1	31.2	15.6	9.1	7.8	1.3
SEX	899[c]						
Males	422	29.1	31.5	13.3	18.2	7.6	0.2
Females	477	31.4	35.0	12.4	16.4	4.6	0.2
RACE	889[d]						
Whites	844	30.9	33.9	12.2	16.5	6.4	0.1
Blacks	45	24.4	24.4	20.0	28.9	0.0	2.2

Notes: [a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 12

Statement #12. Commercials on children's television programs are often purposely disguised to blend in with the programs.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	18.8%	42.7%	22.9%	12.9%	2.8%	0.0%
OCCUPATION	900						
Students	445	16.9	49.0	18.2	13.7	2.2	0.0
Townspeople	455	20.7	36.5	27.5	12.1	3.3	0.0
POLITICS	895[a]						
Democrats	485	20.0	42.5	20.6	13.8	3.1	0.0
Republicans	158	15.2	44.3	23.4	12.7	4.4	0.0
Independents	252	19.0	41.3	27.4	11.1	1.2	0.0
RELIGION	872[b]						
Protestants	469	17.1	44.3	23.7	11.9	3.0	0.0
Catholics	136	16.2	44.1	20.6	15.4	3.7	0.0
Jews	59	13.6	57.6	13.6	13.6	1.7	0.0
Other Relig.	77	32.5	31.2	22.1	11.7	2.6	0.0
No Religion	131	19.8	37.4	28.2	13.0	1.5	0.0
STATUS	900						
Married	374	17.9	38.8	27.0	12.6	3.7	0.0
Single	455	18.0	47.9	18.5	13.4	2.2	0.0
Other	71	28.2	29.6	29.6	11.3	1.4	0.0
AGE	900						
17-19 Years	129	20.9	53.5	20.2	4.7	0.8	0.0
20-29 Years	472	17.2	44.5	18.9	16.3	3.2	0.0
30-39 Years	114	20.2	39.5	23.7	14.9	1.8	0.0
40-49 Years	71	18.3	36.6	31.0	9.9	4.2	0.0
50-59 Years	37	21.6	40.5	29.7	5.4	2.7	0.0
60+ Years	77	22.1	24.7	40.3	9.1	3.9	0.0
SEX	899[c]						
Males	422	17.5	42.2	23.9	13.3	3.1	0.0
Females	477	19.9	43.2	22.0	12.4	2.5	0.0
RACE	889[d]						
Whites	844	18.6	42.5	23.1	13.0	2.7	0.0
Blacks	45	26.7	46.7	15.6	6.7	4.4	0.0

Notes: [a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 13

Statement #13. Television commercials often arouse anxieties and feelings of insecurity in children.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	16.0%	34.0%	20.6%	20.4%	9.0%	0.0%
OCCUPATION	900						
Students	445	13.0	36.2	17.3	23.8	9.7	0.0
Townspeople	455	18.9	31.9	23.7	17.1	8.4	0.0
POLITICS	895[a]						
Democrats	485	15.9	33.4	20.4	21.2	9.1	0.0
Republicans	158	11.4	33.5	21.5	21.5	12.0	0.0
Independents	252	19.0	35.3	20.2	18.7	6.7	0.0
RELIGION	872[b]						
Protestants	469	15.1	31.8	22.8	22.0	8.3	0.0
Catholics	136	11.0	33.8	17.6	22.8	14.7	0.0
Jews	59	16.9	39.0	6.8	25.4	11.9	0.0
Other Relig.	77	22.1	33.8	19.5	14.3	10.4	0.0
No Religion	131	19.1	39.7	21.4	15.3	4.6	0.0
STATUS	900						
Married	374	17.1	28.6	22.7	21.1	10.4	0.0
Single	455	14.5	37.6	17.6	21.5	8.8	0.0
Other	71	19.7	39.4	28.2	9.9	2.8	0.0
AGE	900						
17-19 Years	129	14.0	39.5	12.4	22.5	11.6	0.0
20-29 Years	472	14.4	37.5	18.2	20.8	9.1	0.0
30-39 Years	114	12.3	30.7	22.8	24.6	9.6	0.0
40-49 Years	71	22.5	16.9	29.6	22.5	8.5	0.0
50-59 Years	37	27.0	29.7	27.0	13.5	2.7	0.0
60+ Years	77	23.4	26.0	33.8	10.4	6.5	0.0
SEX	899[c]						
Males	422	11.8	34.6	21.3	22.3	10.0	0.0
Females	477	19.7	33.5	19.9	18.7	8.2	0.0
RACE	889[d]						
Whites	844	15.9	33.9	20.7	20.5	9.0	0.0
Blacks	45	17.8	42.2	15.6	15.6	8.9	0.0

Notes: [a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.

TABLE 14

Statement #14. There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.

	# in Group	Strongly Agree	Somewhat Agree	Don't Know	Somewhat Disagree	Strongly Disagree	No Answer
TOTAL SAMPLE	900	14.8%	23.1%	14.2%	23.1%	24.8%	0.0%
OCCUPATION	900						
Students	445	9.0	21.1	13.0	26.5	30.3	0.0
Townspeople	455	20.4	25.1	15.4	19.8	19.3	0.0
POLITICS	895[a]						
Democrats	485	14.4	25.4	13.4	22.1	24.7	0.0
Republicans	158	13.9	19.6	15.8	26.6	24.1	0.0
Independents	252	15.1	21.4	14.7	23.0	25.8	0.0
RELIGION	872[b]						
Protestants	469	13.9	25.8	14.5	21.1	24.7	0.0
Catholics	136	11.8	18.4	14.0	26.5	29.4	0.0
Jews	59	15.3	13.6	11.9	28.8	30.5	0.0
Other Relig.	77	23.4	23.4	14.3	22.1	16.9	0.0
No Religion	131	15.3	24.4	12.2	24.4	23.7	0.0
STATUS	900						
Married	374	20.1	27.3	13.1	18.2	21.4	0.0
Single	455	10.3	20.4	14.1	26.8	28.4	0.0
Other	71	15.5	18.3	21.1	25.4	19.7	0.0
AGE	900						
17-19 Years	129	10.1	22.5	19.4	24.8	23.3	0.0
20-29 Years	472	12.3	22.0	10.6	25.4	29.7	0.0
30-39 Years	114	20.2	22.8	13.2	26.3	17.5	0.0
40-49 Years	71	19.7	28.2	12.7	12.7	26.8	0.0
50-59 Years	37	32.4	18.9	18.9	10.8	18.9	0.0
60+ Years	77	16.9	28.6	28.6	16.9	9.1	0.0
SEX	899[c]						
Males	422	14.0	22.5	13.3	21.8	28.4	0.0
Females	477	15.5	23.5	15.1	24.3	21.6	0.0
RACE	889[d]						
Whites	844	14.5	22.9	14.2	23.3	25.1	0.0
Blacks	45	22.2	31.1	15.6	15.6	15.6	0.0

Notes: [a]Five persons refused to identify their political affiliation.
[b]Twenty-eight persons refused to identify their religious belief.
[c]One person's sex could not be determined.
[d]Nine persons interviewed were Orientals and the race of two could not be identified; none of these are included.